

UK Insurers Monitor: West of England

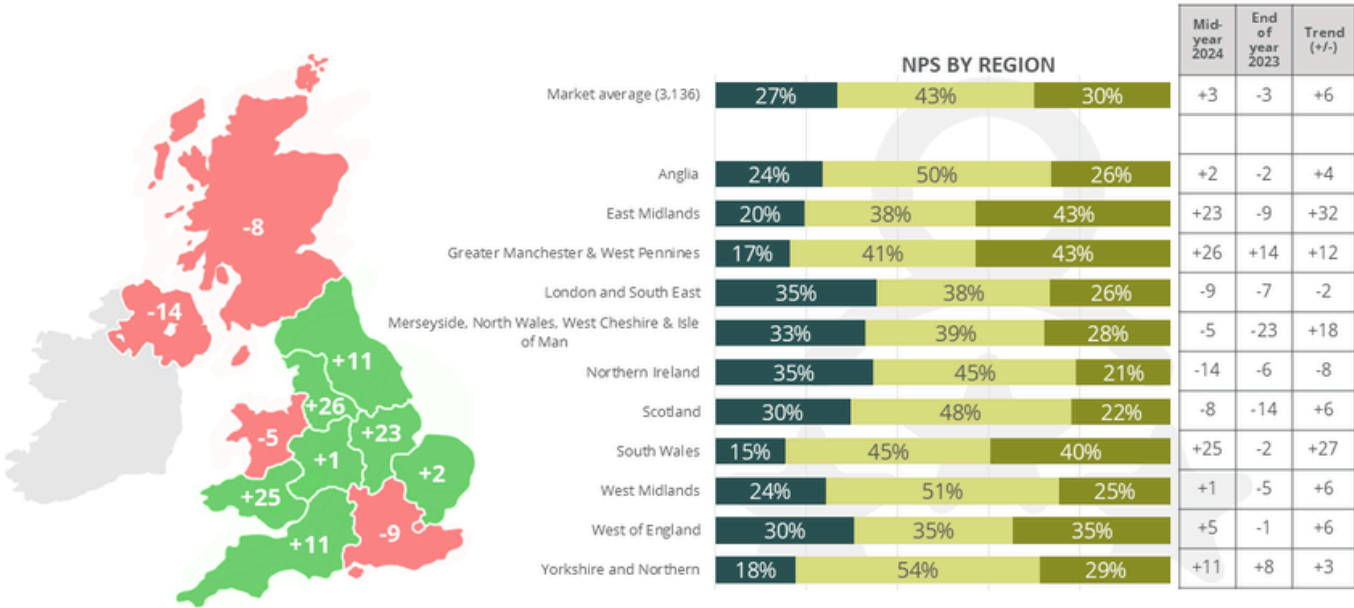
Market Context

The service provided by the whole of the UK insurance market, as measured by NPS, **improves six points** since the end of 2023 and, for the first time, is above zero.

This improvement continues the trend of improved service since the first measure in 2022. However, despite headline improvement, **service remains very inconsistent**: half of providers now have an NPS above zero, half are below.

Service performance varies across the country. At the end of 2023, there was a spread of only nine points across the broad UK regions; this is now up to 30 points at the mid-year point. In addition, proximity (i.e. physical distance of a broker to an insurer office) is important. Overall, **the closer the broker is to an insurer's office, the higher their NPS.** Carriers further away from their brokers, therefore, need to work harder for the same score, as service delivery is perceived better if it is delivered locally.

Regional breakdown: NPS scores



Stars in insurance: West of England

- **Luke Hayne, Allianz (Bristol):** "Excellent Knowledge, very flexible, usually very quick to respond and quote."
- **Sam Frost, Allianz (Bristol):** "Excellent service."
- **Ian Linnen, AXA (Bristol):** "Helped with a complex Commercial Combined and provided competitive terms."
- **David Nunn, Ecclesiastical (Gloucester):** "Experience and knowledgeable."
- **Adam Watts, Ecclesiastical (Gloucester):** "Brilliant underwriter; very helpful."
- **Chelsea Sparey, Travelers (Gloucester):** "Chelsea will always look at ways to underwrite a risk and works hard to get a good deal on the table for clients."

